



## The Netherlands

**Population<sup>1</sup>:** 16.68 million  
**Per capita beer consumption<sup>1</sup>:** 72.5  
**Major languages:** Dutch

### Anheuser-Busch InBev in The Netherlands key facts & figures\*

<b>Trading Name</b>	InBev Nederland
<b>Beverage plants</b>	Dommelen, Arcen
<b>Number of Full time employees</b>	Approximately 575 employees

### Brands

<b>Global Brands</b>	Budweiser, Stella Artois, Beck's
<b>Multi-country Brands</b>	Hoegaarden, Leffe
<b>Main Local Brands</b>	Jupiler, Hertog Jan, Dommelsch
<b>Recent Innovations</b>	Jupiler Force, Hoegaarden 0,0%
<b>Belgian Beer Café's</b>	Groningen, Breda, Den Haag, Delft, Rotterdam, Utrecht, Culemborg

### Brief history of Anheuser-Busch InBev in The Netherlands

Anheuser-Busch InBev has been active in the Netherlands since 1968. In 1987, operations in the Netherlands joined Interbrew, combining into InBev in 2004 and later Anheuser-Busch InBev in 2008. The trading name, InBev Nederland, was established in 2006.

### Local claims/awards

#### Claims with local sign-off

- Jupiler is the main sponsor of the first division soccer league in the Netherlands.
- 2010: Hertog Jan winner of Federatie Nederlandse Levensmiddelen Industrie (FNLI) Brand of the Year Award in the 'beer' category

### Market Consumption & Population Trends<sup>1</sup>

Trends in per capita consumption: 82.8 liters per capita in 2000; 78.9 liters per capita in 2005; 72.5 liters per capita in 2010.

Trends in population growth: 15.85 million in 2000; 16.3 million in 2005; 16.68 million in 2010.

<sup>1</sup> Source: The Netherlands Central Office of Statistics .

\*Source: Anheuser-Busch InBev 2010 data

Updated: June 2011



## Corporate citizenship

### Better World initiatives

#### "Bob Designated Driver" campaign in Jupiler League

In 2010, AB InBev Netherlands started the "BlaasBob" designated driver game in the Dutch Soccer League, of which Jupiler is the main sponsor. The initiative is a cooperation between AB InBev Netherlands, the Dutch Transport Ministry, the Dutch Soccer Association and its 18 clubs. Each week the game is played by selected designated drivers, during halftime at a prime match, to underline the importance of not drinking and driving. BlaasBob is a positive, sportive and challenging game that connects the Jupiler brand with soccer fans and responsible behavior.

#### "Geen 16 geen druppel" industry campaign

"Not 16? No drop" is a joint initiative composed of government, civil society and businesses such as AB InBev Netherlands who formed a Working Group on Alcohol and Young People. Through their various activities and outreach initiatives aimed at young people and their parents, the group's goal is to spread the message that underage drinking should not be tolerated.

#### Water saving activities on "World Environment Day"

AB InBev celebrated World Environment Day in June. With a dream to be the Best Beer Company in a Better World, environment is one of the main pillars of our Better World program. In keeping with this year's theme of water conservation, our sales reps in the Netherlands distributed approximately 300 water-saving devices which can help save up to 50% of the water use on applied taps for our customers in the on-trade. In addition employees participated in 'No Shave Week' prior to World Environment Day to support water conservation.

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## Management

### Zone President

The Netherlands is in AB InBev's Western Europe Zone, led by Zone President, Jo Van Biesbroeck

### Country Manager

Remco Boerefijn

### For further information contact

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